



# Idaho Falls Beautification Commission

Idaho Falls, ID 83405-0220

P.O. Box 50220

612-8276

September 16, 2009 — 12:00 p.m.

City Annex Conference Room

380 Constitution Way

## **Members Present:**

Cheryl Cox, Matt Hill, Erin Kennedy, Nathan Kennedy, Terry Miller, Linda Neeley, Roxane Mitro, and Sharon Parry.

## **Members Absent:**

Ann Bates, Cory Emery, and Pat Fuchs.

## **Staff Present:**

Brad Cramer, Director; and Deb Petty, Recording Secretary.

## **Call to Order:**

The meeting was called to order at 12:03 p.m.

Petty presented a photo taken in Kate Curley Park of a marker dedicated to Dr. C. H. Shattuck, Chairman Beautification Committee, 1928 – 1931. Cox is going to research Dr. Shattuck and his role on that committee.

## **Modifications to the Agenda:**

None.

## **Minutes:**

July 15, 2009

Motion by Mitro, seconded by E. Kennedy to approve the minutes of July 15, 2009 with the following corrections:

Page 2 – capitalize South Tourist and Pathway.

Page 5 – the word complete should be compete.

Motion passed unanimously.

There was discussion about the assignments listed in the minutes:

1. Miller said he made contact with John Markon at the Post Register and worked with Petty on a letter explaining the recent award presentation in hopes of generating his interest in the Commission for the "Hometown Stories" series being published. Markon had little interest in the residential award winners, but said he would consider the non-residential award recipients as his current focusing is on local businesses. Johnson Brothers was given some attention, but other than that the newspaper is not interested.

2. Parry said Harris Publishing is very willing to work with the Commission.
3. Mitro talked to Stephanie Gilford regarding a booth at the Farmers' Market. Gilford said non-profit organizations are allowed on a limited basis, but has a vacancy for our use in October. The Commission decided on October 17, 2009 and Cox, Parry, and E. Kennedy are available to man the booth. The brochures will be ready by that date. Petty will contact Gilford and arrange for October 17, 2009.
4. Cox contacted Stephanie Rose, Editor of the Crow Creek newsletter. The publication is on hold due to the loss of her graphic artist and some serious demands on her time. She is willing to promote the efforts of the Commission if/when the newsletter is reinstated.

August 12, 2009

Motion by Mitro, seconded by Miller to approve the minutes of August 12, 2009 with the following corrections:

Page 1: Erin Kennedy is listed as present and absent, and Matt Hill was not in attendance.

Page 2: Delete Markon and add "the local paper", and "news".

### **Liaison Reports:**

#### **Planning Commission – Brad Cramer:**

- Three vacancies on the Commission were filled by the appointment of Margaret Wimborne, Michelle Mallard, and George Swaney. The Commission has one remaining vacancy and the Board of Adjustment has one vacancy. Cramer encouraged interested/eligible members to apply.
- The Commission just approved a Conditional Use Permit for Ryder Park and will be considering a residential project at Snake River Landing during the October meeting.

#### **Park & Recreation Commission – Terry Miller:**

- The South Tourist Park Pathway is nearly complete.
- Lighting for the soccer complex is under discussion.
- The golf courses are doing very well.
- Work on a brochure for points of interest along the Greenbelt (22 major points of interest) is moving forward. The group would like to do a multi-fold brochure that would just fit inside a pocket when folded. It will be January before the copy is ready and would like the Historic Preservation Commission to review/comment prior to publishing. Mitro said Julie Braun would do a wonderful job.

#### **Historic Preservation Commission – Roxane Mitro:**

- The Commission will review plans for Treasure's and Mountain Trading on September 21<sup>st</sup>. Treasure's design is non-historic, but submitted for a grant anyway.
- Consideration is being given to creating another historic district in the Basalt-Lava area as it is in danger of being leveled. This area is the original town site of Idaho Falls.

#### **Shade Tree Committee – Matt Hill:**

- Construction will begin on the fish ponds for Ryder Park within the next 60 days. The final concept is very native (no playgrounds, etc.) and will include a boat dock and interpretive center.
- A CTE Grant was received to complete the plantings along Sunnyside Road. Next year the focus will be on the Hitt Road Expansion project. The planting areas are constructed along the expansion, but there is no money for landscaping.
- The 75<sup>th</sup> Anniversary for Tautphaus Park is next year and a committee is organizing the event.
- In order to bring the street plantings up to code in the Stonebrook Subdivision they are educating the Homeowners' Association on the proper pruning and care of the street trees. If something isn't done soon, there will be an interruption in service by the Street Department (i.e. street sweeping, garbage pick-up, etc.). The trees in front of resident homes is considered inventory of the City of Idaho Falls, but is the homeowner's responsibility to maintain.
- The Committee was asked to assess the situation on Lindsay Boulevard in regard to trees blocking billboard signs. Cramer said the Redevelopment Agency made the area an urban renewal district and made improvements to the street, including the planting of over 200 trees with

Agency funds. The growth of trees has blocked a particular billboard and some of the signs for businesses. Effort is being made by the billboard company to partner with business owners for removal of those trees. The current position of the City is to have the trees assessed for value, determine cost of removal and replacement, and have the billboard company and business owners absorb those costs. Hill said the trees were planted prior to a recommended planting list and there are some species that should not have been planted. If requested, they will give some consideration to removal of those trees.

**City Council – Sharon Parry:**

- No new information

**Brochure:**

Motion by Mitro, seconded by Hill to approve the 2010 Beautification Award Program brochure with a change to the "Type of Award" by adding a cell that says "Select One" on the nomination form. Motion passed unanimously.

Petty will have the brochures printed the first week in October.

**Survey:**

Cramer said according to results of the survey the top three (3) priorities are as follows:

- Develop a stronger/longer publicity campaign
- Establish clear judging criteria and voting process
- Consider expanding the efforts of the Commission towards more awards or other ways to beautify the community

He asked the members to consider each priority and give suggestions for achieving each priority.

**Develop a stronger/longer publicity campaign:**

Parry suggested using the insert in the utility billing. Petty said that the Planning & Building Division are scheduled for the December flyer and is generally focused on snow removal (i.e. shoveling sidewalks, plowing parking lot, etc.) due to the number of calls received by Zoning Enforcement.

Miller said for the most part publicity should be postponed until January. At that time the Commission should review all community events on a monthly basis and select the ones that fit the mission statement/program of the Commission. He said media campaigns do not work well until the last minute and they might want to partner with Harris Publishing and the Post Register for 2010.

Mitro said that the Mayor and Council need to talk more about Commissions, as many of them are overlooked.

Neeley said articles about past award winners could be published starting in January in order to keep the public engaged in the work of the Commission. Mitro said that it is important to have something describing the Commission and its purpose to lead into those types of articles or publications.

Cox suggested that advantage be taken of the time between now and January by awarding something like the "Best Fall Landscaping" or "Best Christmas Decorations". An occasional award would remind people about the Commission. Neeley suggested randomly spotlighting efforts in the community and could work with Knut Meyerin to get them in the paper or on the website.

Cramer asked if the members wanted to continue with the remaining priorities, or adjourn the meeting. Mitro said the group knows what the priorities are and suggested bringing their thoughts to the next meeting.

**Criteria:**

Cramer said staff collected award criteria by doing a number of searches on the internet and suggested the members could do the same. He would like them to be ready with suggestions during the next meeting. Having a solid list of criteria will help in the judging process next year.

**Miscellaneous:**

1. **Idaho Falls Power Open House:** Cramer said that if the Commission wanted to extend the deadline for nominations, rather than the Community Night Out it is possible to tag on to the Idaho Falls Power Open House for presentation of awards. The event is well attended and scheduled for late September. Petty said a decision needs to be reached prior to printing the brochures as dates/locations would need to be changed. Cox said she would head over to the Idaho Falls Power after the meeting and explore the possibility. If it is a fit, she would inform staff and dates could be modified.
2. **October 21, 2009:** Next scheduled meeting.

**Assignments:**

1. Develop criteria for the October meeting.
2. Further discussion on Priorities for development of a work program for 2010.

**Adjourn:**

Motion to adjourn the meeting at 1:20 p.m.

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Debra Petty, Recording Secretary